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# Wedding Invitation

Letterpress printing is the oldest form of printing and more recently has made a tremendous comeback especially for personalized stationery and wedding stationery for brides who are becoming increasingly conscientious about their invitations. This process made letterpress expensive because this type of oldstyle set up required a great deal of time and effort from a skilled artisan. The process also utilizes environmentally friendly materials like water soluble photopolymer plates rather than harsh chemicals to etch the plates. The aluminum milled bases on to which the plate mounts, ensure a better quality print over the old wood bases.

## The History of Letterpress Printing

In 1440, Johannes Gutenberg invented moveable type, though other people have also been credited with the invention. He could set them in a frame, or form, to print whatever words or sentences were asked of him.

In the 20th Century, this process became fully automated with the invention of machines such as Kluge, C&P and Original Heidelberg Platen which handled the feed and delivery of the paper.

It would allow for continuous sheets of paper to press against the bent cast metal to print the large quantities needed within a short period of time. Rotary letterpresses were used to print labels with ultra-violet curing ink. These digital models work faster and much more efficiently for most commercial printing applications.

## The History of Letterpress Invitations

Letterpress invitations became popular in the early 1990s because of the resurgence of high quality craftsman and artisans who knew how to produce immaculate letterpress work. They are highly sought after because of the unique appearance in terms of style and texture.

When using letterpress for invitations, it is very important to remember that the quality of paper determines the overall result. Using a high quality cotton paper is essential to seeing a perfect invitation using this printing method. The wedding invitation will be a keepsake, and therefore must be done well, with no expense barred.

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